

QUALITY FURNITURE BUILT ON HONOR

More Value for the Money Everything for the Home

Is our daily Aim and Study. If you look over the vast display of new goods which have been arriving recently you will find wonderful values never seen before in El Paso.

Careful buying characterizes our efforts to an extent that despite the recent advances in many lines we are confident we are giving more for your dollar than we have ever been able to do before.

The tendency of the more reliable factories is to make better furniture and we have made an effort to buy from these factories.

The new arrivals are not confined to any department but cover all our varied lines, so if you need anything for the home we have new designs to show you. We call special attention to the new Bedding Department—details of which are given below. This Department will prove a big help to El Paso women.

Some of the Many Good Things Found in Our Furniture Department

Library Tables

You never saw such a showing of library tables as we have now. All styles, sizes and finishes. We mention only a few.

Genuine Mahogany library table in Adam style; has the Adam carving in every detail; 42 inch top. Special price **\$27.00**
Solid Mahogany library tables in William & Mary or Adam pattern; has 44 inch top. Special price, either pattern **\$33.75**
Solid Mahogany library table, 48 inch top, Adam or William & Mary pattern. Special price **\$36.00**
Genuine Mahogany table, Colonial style; 42 inch top. Special price **\$18.00**
48 inch fumed oak Library table; has large Magazine shelf and bannister ends, heavy legs. Plain oak. Only each **\$11.25**
42 inch fumed oak Library table. Same style as above. Special price **\$9.45**
36 inch fumed oak library table. Same style as above. Special price **\$8.10**
Colonial library table in golden quarter sawed oak. A new and nobby pattern. Only **\$22.50**

Liberal Terms

Your credit is good at The Rogers Furniture Co. for the complete Home Outfit, and that means you can live in all the enjoyment of your own beautifully furnished home and pay for it as you go along, on the most accommodating credit terms in the world.

We call your attention to the important fact that we have been Home Outfit Headquarters for the people of El Paso for a number of years.

You will find the goods you want here. You'll be treated fairly and squarely in every phase of your dealings—

Extension Tables

Jacobean Extension table in quarter sawed oak, 54 inch top, beautiful leg base with curved braces. Only each **\$36.00**
Genuine Mahogany Extension table in William and Mary pattern; has 54 inch round top. Specially priced **\$49.50**
Genuine Mahogany Extension table in Adam pattern; has 48 inch round top, nicely finished in dull mahogany. Special price **\$31.50**
Solid Oak Extension table in William & Mary or Jacobean pattern; has 48 inch round top. Special price, only, **\$27.00**
Solid Oak Extension table in 45 inch top, William & Mary or Jacobean pattern. Specially priced, only, each **\$18.00**
Regular Pedestal Style tables in all sizes and finishes, priced up from **\$11.25**

Buffets

Genuine Mahogany Buffet, Colonial style, dull finish; will match any mahogany Colonial table. Specially priced, only **\$31.50**
Jacobean Oak Buffet in fumed finish; has sixty inch plain top. A splendid style. Only each **\$45.00**
Genuine Brown Mahogany Buffet in William & Mary pattern; has 54 inch top. Special value for, only each **\$45.00**
Genuine Brown Mahogany Buffet in William & Mary pattern; full sixty inches long; has the real antique drawer pulls. A beauty for the price. Only **\$54.00**

Dining Chairs

We have just unloaded a large car of dining chairs two weeks past and our stock is most complete.

William & Mary Dining Chairs in Mahogany or Oak; has genuine leather slip seat; full box construction. Only each **\$4.75**
Jacobean Chairs in solid oak, genuine leather seat, full box seat construction. Very heavy and strong. Only, each **\$4.75**
Solid Oak Chairs with Slip leather seat, finished fumed or golden. Only, each **\$3.75**
Solid Oak Box Seat Chairs, saddle seat. Special price. Only each **\$2.25**

Dressers

White Enameled Dresser, Colonial style, square mirror. Special price **\$17.00**
White Enameled Dresser in oval, square or shaped mirror; three styles to select from. Special price **\$19.90**
Genuine Walnut Dresser with triple mirrors. Something new in style. Special price **\$42.75**
Birds Eye Maple Dresser with large oval Mirror, serpentine front. Special price **\$27.00**
Genuine Mahogany Dresser with large square mirror and large roomy base. Special price **\$29.25**
Genuine Mahogany Dresser with oval mirror, serpentine front. Special price **\$22.50**

Rugs and Carpets

It is a known fact that we are Headquarters for all classes of Rugs and Carpets.

You certainly do your self an injustice if you fail to see our line of Rugs before you buy. As we know we can save you money if you will only give us the chance. We will demonstrate it to you.

9x12 Ingrain Rugs \$ 5.50 to \$ 7.00
9x12 Grass Rugs \$ 7.50 to \$11.50
9x12 Brussels Rugs \$13.50 to \$19.50
9x12 Velvet Rugs \$20.00 to \$27.50
9x12 Axminster Rugs \$22.50 to \$40.00
9x12 Wilton Rugs \$35.00 to \$75.00

Draperies & Curtains

Our New Drapery Dept. is one of the Buistest in the store. Just now, and justly so—as we are showing a complete line of all classes of Drapery Goods at Money Saving Prices.

Scrim, Swisses, Nets, Marquesettes and Cream Madras of all kinds to be made into Curtains. And we have a full and complete line of ready made curtains from the Little Inexpensive Scrim or Swiss Curtains at 65c to \$1.50 per pair to the High Grade Silk Embroidered Curtains at \$22.50 per pair.

Lace Curtain Special

Dainty Lace Curtains in Cream, White or Ecru—
Regular \$1.50 Lace Curtains. Special \$1.27 Pr.
Regular \$2.00 Lace Curtains. Special \$1.65 Pr.
Regular \$2.50 Lace Curtains. Special \$1.95 Pr.
Regular \$3.00 Lace Curtains. Special \$2.35 Pr.

We Give *J.M.* Green Stamps

MANY MATCHED O-CEDAR ANNOUNCEMENT Bedroom Suites Week A Big New Department

Genuine Walnut Bedroom Suit in Colonial style. Consists of Colonial dresser, Colonial chiffonier, Colonial bed, Colonial dressing table with triple mirror. Sold separately or in suit. Special for 4 pieces only **\$110.00**
Four piece bed room suit, Poster Colonial style in genuine walnut. Sold singly or in suite. Special price for four piece suit only **\$108.00**

Matched Parlor Suites

Our showing of parlor suits is great. We have Mahogany, Walnut and Oak in all styles, sizes and upholstering, including leather, tapestry, velours and silk, at wonderfully low prices.

3 piece Mahogany Parlor Suit with loose Velour Cushions. Special price **\$27.00**
Genuine Tapestry upholstered suit; three pieces in a beautiful style. Special price **\$54.00**
Solid Oak three piece parlor suit. Genuine leather spring seat and leather back. Specially priced suit **\$45.00**

Attend the O-Cedar demonstration in our basement store, beginning Monday, Sept. 18th.

O-Cedar Mops and Polishes will be demonstrated by an expert demonstrator.

You are sure to learn something about house cleaning that is going to be a help to you.

Extra Special

With every O-Cedar Mop bought during Demonstration Week you will get a bottle of O-Cedar Polish Free.

In conjunction with our New Drapery Dept. on the Second Floor we have opened a complete Bedding Dept. and are now showing a full line of Comforts, Blankets, Sheets, Slips and Spreads.

If you are going to need anything in this line it will certainly Pay you to see our Samples and get our Prices. We mean to make this New Department as Popular as all the other departments of the store and realize to do so that we must give you a better value for your money than you can buy elsewhere, thereby keeping up the Prestige of THE ROGERS STORE.

Full size White Spread, cut corners. Grey Woolen Blankets. Pink or Blue Regular \$1.50 values. Next week, at \$1.15 each.
All White Cotton Comforts, Full size, Silkoline covered, assorted colors, Regular \$3.00 Value, at \$2.45 Ea.

Rogers Furniture Co.

207-209-211 North Stanton Street

WE INVITE OUT OF TOWN PEOPLE TO CALL WHEN IN EL PASO. CORRESPOND WITH US IN CASE IT IS NOT CONVENIENT TO COME TO THE CITY.